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Encourage Your
Low-Income
Customers
To Take Part In The

FOOD STAMP PROGRAM

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NOV 1 - 1962



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CONSUMER AND MARKETING SERVICE
U.S. DEPARTMENT OF AGRICULTURE

WHAT IS THE FOOD STAMP PROGRAM —

It is a plan to help low-income families buy more food. The program is administered nationally by the Consumer and Marketing Service of the U.S. Department of Agriculture, and locally by your State and local welfare and public assistance agencies.

THE PURPOSES OF THE PROGRAM —

- (1) To safeguard the health of the Nation's low-income families by giving them added buying power for more nutritious foods.
- (2) To create better markets for our abundant food, all the way from farms through the retail store.



STORE SALES UP 8 PERCENT —

Increased buying by food coupon customers means more sales for stores taking part. After the opening of the Food Stamp Program, sales in retail stores rose an average of 8 percent. Most of this increase is in meats, dairy and poultry products, fruits and vegetables — items contributing to healthful diets.

FEWER CREDIT ACCOUNTS —

Food coupon customers are cash customers. They pay when they buy. This means fewer credit accounts and more ready cash for you.

INCREASED BUYING POWER —

Eligible families increase their food-buying when using food coupons. On an average, each person puts in \$6 and receives about \$10 in food coupons. Of course, each family's situation will be different — so urge your low-income customers to apply at the local welfare office.



GROCER AS "LINK" BETWEEN FARM AND HOME

WHO MAY BE ELIGIBLE —

- (1) Families receiving welfare assistance.
- (2) Households where welfare recipients are living with other low-income people.
- (3) Families and individuals with low incomes — those living on limited pensions, the unemployed, handicapped, and those working part-time.

For families not on welfare, eligibility for the Food Stamp Program is generally based on:

- (1) The net income of all members of the family.
- (2) The number in the family.
- (3) The amount of the family's resources.

WHO APPLIES —

The "head of the household" or another adult member of the household should apply.

WHERE TO APPLY —

Send your customers to the public welfare or public assistance office in your area.

TO BE CERTIFIED THEY SHOULD TAKE —

- (1) Pay stubs
- (2) Veteran's information
- (3) Rent payment receipts
- (4) Evidence of unemployment benefits
- (5) Records of other income such as Social Security, pensions, Railroad Retirement, etc.
- (6) Proof of resources such as bank books, credit union books, savings bonds records, etc.

NOTE: Details may vary in different areas, but usually it saves time if the "head of the household" takes this information with him.

RETAILERS — IF YOU HAVE ANY QUESTIONS ABOUT THE FOOD STAMP PROGRAM, PLEASE PHONE OR VISIT YOUR LOCAL CONSUMER FOOD PROGRAMS FIELD OFFICE AT:

ENCOURAGE YOUR CUSTOMERS TO GET INTO THE FOOD STAMP PROGRAM . . . ADVERTISE THAT YOU ACCEPT FOOD COUPONS . . . USE FOOD STAMP PROGRAM MATERIAL IN YOUR STORE